

## Message Text

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ACTION NEA-05

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /013 W

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R 141251Z JAN 74

FM AMEMBASSY ANKARA

TO USDOC WASHDC

INFO SECSTATE WASHDC 2380

AMEMBASSY BEIRUT

AMCONSUL ISTANBUL

UNCLAS ANKARA 0275

E.O. 11652: N/A

TAGS:BEXP, TU

SUBJECT: BUSINESS MACHINES/COMPUTERS AND SUPPLIES CATALOG  
SHOW FEBRUARY/MARCH 1974

REF: USDOC 19611

1. WE HAVE REACHED CONCLUSION FOLLOWING CAREFUL REVIEW OF 57 CATALOGS RECEIVED TO DATE THAT ON BASIS OF COMPANY AND PRODUCT COVERAGE THEY DO NOT REPRESENT ADEQUATE CROSS-SECTION OF U.S. OFFICE EQUIPMENT INDUSTRY. MOREOVER, AT LEAST SEVEN CATALOGS CONCERN PRODUCT LINES PRODUCED LOCALLY, HENCE NOT RPT NOT IMPORTABLE INTO TURKEY. BELIEVE, THEREFORE, THAT PROSPECTS MINIMAL FOR A SUCCESSFUL EXHIBIT WITH WIDE APPEAL, AND ALMOST CERTAIN DISAPPOINTMENT WITH EXHIBIT AMONG POTENTIAL PUBLIC AND PRIVATE SECTOR CUSTOMERS WHEN THEY FIND THAT MANY WELL-KNOWN U.S. COMPANIES AND PRODUCTS LINES ARE NOT REPRESENTED MAY CAUSE DIFFICULTIES WITH FUTURE EXHIBITS OF THIS TYPE.

2. AT THIS POINT WE SEE THE FOLLOWING AS ALTERNATIVES:

(A) CANCEL THE EXHIBIT.

PRO: THE EMBASSY HAS NOT YET RECEIVED THE FUNDS IT AND THE ISTANBUL CONSULATE NEED TO MOUNT THE EXHIBIT, AND NEITHER THE EMBASSY NOR THE CONSULATE HAVE COMMITTED ANY FUNDS. THEREFORE, THE EXHIBIT CAN BE CANCELLED WITHOUT ADDITIONAL

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COSTS; AND IN VIEW OF DIFFICULTIES DESCRIBED ABOVE, CUTTING LOSSES AT THIS POINT IS CALLED FOR.

CON: ON OTHER HAND WE NOTE THAT THE MAJORITY OF FIRMS SENDING CATALOGS ARE NEW TO MARKET AND NEW TO EXPORT. WITHOUT AN EXHIBIT THESE FIRMS WILL LOSE AND OPPORTUNITY TO MAKE SALES AND TO LOCATE LOCAL AGENTS.

(B) OFFER A MODIFIED EXHIBIT. SINCE EXHIBIT AS PRESENTLY CONSTITUTED WOULD HAVE LESS THAN FAVORABLE IMPACT ON POTENTIAL CUSTOMERS, PROMOTIONAL EFFORT AND DISPLAY FORMAT, AMONG OTHER THINGS, SHOULD BE MODIFIED SO THAT THERE ARE NO MISCONCEPTIONS ABOUT SCOPE OF U.S. INDUSTRY PARTICIPATION AND RANGE OF PRODUCTS THAT ARE AVAILABLE FROM U.S.

PRO: THIS WOULD SERVE TO GIVE NEW TO EXPORT AND NEW TO MARKET SUPPLIERS OPPORTUNITY TO GET FEET IN TURKEY.

CON: MOUNTING SHOW OF LIMITED SCOPE WILL INVOLVE INVESTMENT AS COSTLY IN TERMS OF TIME AND MONEY AS FULL SHOW BUT PROBABLY WITH GREATLY REDUCED RETURNS IN TERMS OF SALES AND IMPACT.

(C) OFFER EXHIBIT AS ORIGINALLY CONCEIVED IN ANTICIPATION THAT A LARGER NUMBER AND GREATER VARIETY OF CATALOGS WILL COME IN.

PRO: ON SEVERAL RECENT OCCASIONS, ISTANBUL CONGEN OFFICER HAS PERSONALLY CONTACTED ABOUT 25 TURKISH REPS OF U.S. OFFICE EQUIPMENT FIRMS, SEVEN OF WHOM HAVE RESPONDED POSITIVELY SO FAR. THESE SEVEN HAVE IMPROVED PRODUCT AND COMPANY COVERAGE TO SOME EXTENT, AND THERE IS REMOTE POSSIBILITY THAT OTHERS MAY FAVORABLY RESPOND, GIVING US DESIRED COVERAGE.

CON: TO ASSURE MAXIMUM PARTICIPATION, PROMOTIONAL ACTIVITIES MUST BEGIN SOON-- IN ALL LIKELIHOOD BEFORE IT IS CLEAR WHAT KIND OF SHOW IS POSSIBLE. THERE IS RISK, THEREFORE, THAT GREATER NUMBER OF COMPANIES AND PRODUCTS WILL NOT MATERIALIZE, LEAVING US WITH SITUATION DESCRIBED PARA ONE ABOVE. IN FACT, AT THIS POINT IN TIME BELIEVE WE HAVE RECEIVED ALL CATALOGS WE ARE GOING TO RECEIVE.

3. ACTION REQUESTED: AT THE MOMENT WE ARE INCLINED TO  
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RECOMMEND ALTERNATIVE "B", BUT WOULD APPRECIATE USDOC COMMENTS. WE HAVE REACHED POINT WHERE WE MUST START SPENDING FUNDS. IF EXHIBIT IS TO BE OFFERED AS SCHEDULED, WOULD APPRECIATE TRANSFER OF FUNDS SOONEST.  
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